

Wethersfield Tourism Commission

Meeting Minutes

Tuesday, May 25, 2010 5:30 pm

Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:30 p.m.
- 2) Roll call (5 members required) – Members in attendance – Traczyk, Forsdick, Ford, St. Onge, Munroe, Hall and Aforismo. Also in attendance: Town Planner Gillespie.
- 3) Approval of minutes – Elaine St. Onge motioned to approve the meeting minutes for the April, 2010 meeting, seconded by Gerry Munroe all members voting in favor.
- 4) Open issues (Old Business)
 - a) Cooperative Marketing Plan - Electronic data base for eblasts, newsletter etc.. – Chair Traczyk reported that the Pita Group has suggested that an affordable way to market Historic Wethersfield is via the website and email blasts. Jenna Delay has suggested the use of a software - Joomla and a new website host at the cost of \$35/month to accomplish this.
 - b) CT Culture & Tourism magazine insert grant
Do we need/want to list a special promotional package to complement the marketing effort. Can we build on current planned events? _ Chris Traczyk reported that she has not yet seen the magazine insert which will soon be going out, she will track down a copy for the next meeting. Noone responded to the idea for a coupon page.
- 5) New business
 - a) Family Reunions - Peter Gillespie reported that he has received several requests for information from groups planning family type events such as reunions and weddings and that we have not put together packets for this type of event. Katie Sullivan, Elaine St. Onge and Peter Gillespie will meet to discuss the potential contents.
- 6) Reports – Subcommittees
 - a) Budget _ Peter Gillespie distributed a copy of a budget update and reported that the approved 2010/2011 budget is \$17,500.
 - b) Updates on Tourism Project List
 - i) CTM Brochure contract – Peter Gillespie distributed a copy of the 2010 proposal for \$6,145. Charlie Forsdick motioned to approve the contract as quoted, Elaine St. Onge seconded the motion and the vote showed all members in favor.
 - ii) Display Ads – Peter Gillespie was asked to follow up with Madden Media on the dates for the Fall magazine ad insert.

- iii) Event Production – Discussion of a Fall event was held and the production of a brochure for fall events was discussed.
Meet Us Main Street was a great success – It was suggested that we consider setting up booths with food vendors for next year.
 - iv) Horse and Carriage Rides – It was suggested that during the June 10 CT Open House Day the Carriage Rides should be set up in front of the Historical Society HQ at 150 Main Street to spread some of the activity around the district.
 - v) DVD – Gerry will contact Paul Mayer to discuss the status of this.
 - vi) Trolley – Charlie Forsdick will contact AA and report on the status of our discount rate with them.
 - vii) Farmers Market – Volunteers needed for set up and break down – sign up sheet distributed.
 - viii) Photo Library – No progress to report. Need to consider hiring someone to assist.
 - ix) Shops Local Program – Peter Gillespie distributed information and cards for members to use and distribute.
 - x) CT Vacation Guides – Peter Gillespie has copies of this publication and will continue to distribute to Hotels, B and B's and Visitor Center.
 - xi) Wayfinding Signage – Chris Traczyk reported that ConnDot is reviewing sign designs and permit requirements.
- 7) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – D McHugh – Shops Local Program beginning to come together.
 - b) Central CT Culture & Tourism - G. Munroe
 - c) Greater Hartford Convention & Visitors - C. Hall – Reported events being held throughout Hartford.
- 8) Adjournment – Elaine St. Onge motioned to adjourn the meeting at 6:40 p.m., Charlie Forsdick seconded the motion and all voted in favor.

Respectfully Submitted

Peter Gillespie

Town Planner